

A Snapshot of Bicycle Tourism



House Committee on Tourism & Outdoor Recreation - *June 3, 2015*

John Lindenmayer – Executive Director, League of Michigan Bicyclists

2,000,000



Estimated number of bicyclists in Michigan
From casual to competitive















League of Michigan Bicyclists

Founded in 1981, the League of Michigan Bicyclists is a member supported nonprofit dedicated to the promotion of bicycling and the safety of bicyclists on the roadways in Michigan.





Experience Michigan's Magical Shoreline

Support better bicycling in Michigan - Ride with LMB in 2015

Shoreline West, August 2 - 8

Sunrise, June 19 - 21

MUP, July 12 - 18

Pedal & Paddle, Sept 18 - 20



**Pedal Pure Michigan
with us in 2015!**
www.LMB.org/tours

29th Annual Shoreline West

Montague to Mackinaw City, MI – August 2-8



Explore majestic **Leelanau County**
& hug the Lake Michigan shoreline
for seven breathtaking days of riding.



**Pedal Pure Michigan
with us in 2015!**
www.LMB.org/tours

Other LMB Bicycle Tours
Sunrise, June 19 - 21

MUP (MI Upper Peninsula), July 12 - 18
Pedal & Paddle, Sept 18 - 20



**LMB hosts
Four multi-day
bicycle tours**

Out of state
Participants:

- Shoreline West
65%
- Michigan Upper
Peninsula
(MUP) **70%**



Michigan 2015 RIDE CALENDAR



250+ Bicycling Events

- Single Day & Multi-Day
- Tours & Races
- Charity & For Profit
- Road, Trail, & Mountain Biking



**Single-day and multi-day organized
bicycling events for all ages and abilities.**

Road Tours • Criteriums • Races • Time Trials • Cyclocross •
Velodrome • Trail Tours • Mountain Biking • Cross Country • Relays •
Snow Bike • Multisport • Smart Commute • Ride of Silence • And More

Overlooking Grand Traverse Bay from the
Leelanau Peninsula, near Suttons Bay
photo by James Dake
Michigan Bicycling
Photo Contest 1st Place Winner
See additional winners, pages 13-15



Bicycling Means Business



THE ECONOMIC BENEFITS OF BICYCLING

By Darren Flusche

All eyes were on the economy in 2009 when we released our report, *The Economic Benefits of Bicycle Infrastructure Investments*. In the three years since, the struggling economy has continued to dominate national and local agendas. During that same period, we have seen a steady stream of research confirming the positive impact bicycling has on business districts, jobs, and household savings. As you can see in the map, the benefits touch every corner of the country, boosting the economic vitality of states and communities. To capture this growing body of evidence, we've updated the report with a wealth of new data and information: visit www.bikeleague.org/reports.

NEIGHBORHOOD/DISTRICT SAN FRANCISCO, CA (Valencia Street)

2/3 of merchants say new bike lanes have improved business and supported more traffic calming measures on the street (2004).

STATE COLORADO

Bicycle manufacturing, retail, tourism and bike races contributed **\$1 billion** to the economy in 2000.

REGIONAL/CITY BOULDER, CO

In 2011, Boulder's bicycle industry exceeded \$52 million in economic activity, supporting 330 jobs.

STATE MINNESOTA

In 2009, people on bikes spent **\$261 million** on bicycling goods and services, supporting more than 5,000 jobs and generating \$35 million in taxes.

STATE IOWA

Commuter and recreational bicycling generates more than \$400 million in economic activity and health savings of \$87 million each year (2011).

STATE WISCONSIN

Bike recreation and tourism contribute \$924 million annually to the economy. Annual health benefits total \$409 million (2010).

NEIGHBORHOOD/DISTRICT TORONTO, ONTARIO (Bloor Street)

People who bike spend more money per month than those who drive (2009).

STATE VERMONT

\$400 million

In 2009, biking and walking generated 1,400 jobs, \$41 million in wages, and \$83 million in revenue. Including health and property value benefits brought the total to \$400 million in economic impact.

BIKE TRAIL SCHUYLKILL RIVER TRAIL (Follows the Schuylkill River from Pottsville to Philadelphia, PA)

78% of trail users purchase hard goods, like bikes, accessories, and clothing to use on the trail, averaging \$406 per trail user.

REGIONAL/CITY NORTH CAROLINA'S OUTER BANKS

Bicycle tourism generates \$60 million in economic activity per year. The region sees an annual nine-to-one return on its one-time \$6.7 million investment in bicycle infrastructure.

REGIONAL/CITY WASHINGTON, D.C.

83% of bikeshare users are more likely to patronize a business if it is located near a Capital Bikeshare station.

NEIGHBORHOOD/DISTRICT MEMPHIS, TN (Broad Avenue)

Since the Arts District and bike lanes programs started in 2012, 16 new businesses have opened and 29 properties have been renovated.

BIKE TRAIL MONON TRAIL (Indianapolis, IN)

11% A home's value increases 11% just for being a half mile closer to the trail.

Community and Economic Benefits of Bicycling in Michigan



Phase I: 2014

Employment, retail revenue, tourism expenditure, improved health, and increased productivity.

Phase II: 2015

Bicycling events, bicycle touring, and Michigan as a bicycle destination.

Community and Economic Benefits of Bicycling in Michigan PHASE I

- Total annual economic impact of bicycling:

\$668 million

- Bicycling retail revenue:

\$63 million

- Annual spending associated with bicycling events & vacations:

\$38 million

- People employed by bicycling industry:

796

Community and Economic Benefits of Bicycling in Michigan PHASE I

- Residents who place an annual value of at least \$100 on the ability to use bicycle infrastructure

44%

- Households with someone in their home used a bike for transportation in the last year:

39%

- Bicyclists who commute by bicycle at least twice a week:

28%

- Residents who participated in a bicycling event or bicycle-oriented vacation in MI in past year.

4%

Community and Economic Benefits of Bicycling in Michigan PHASE II

- Total economic impact of organized bicycling events in 2014:

\$21.9 million

- The average economic impact of self-supported touring bicyclists per trip:

\$760



Community and Economic Benefits of Bicycling in Michigan PHASE II

CASE STUDY EVENTS

Apple Cider Century

Total economic impact:

\$1.94 million

Michigander

Highest average
expenditures per participant
of the six case study events

\$742

DALMAC

1 in 3

out-of-state participants
traveled from a
non-neighboring state



97%

were non-local participants

Iceman Cometh Challenge

participants traveled from:

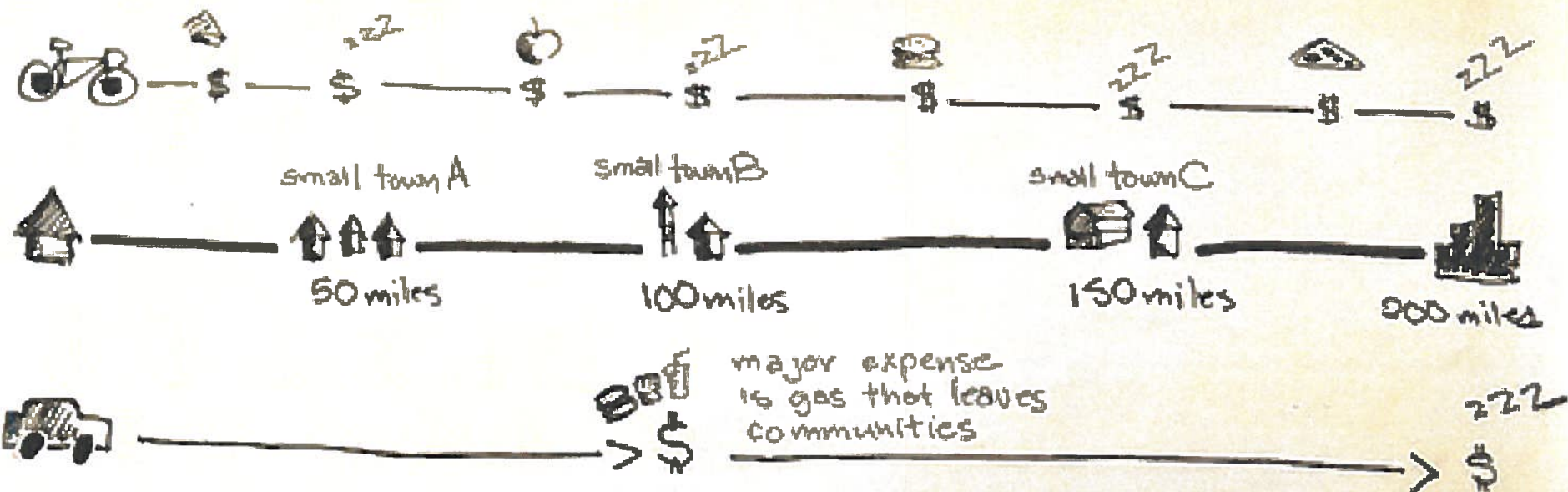
36 different states
and **2** countries





7,500

participants
in 2014

How can save economies!



Over the course of the **SAME**
200 mile journey, a bike tourist
will do more to support rural economies,

	- 17000 calories (lots of food!) 4 overnights
	- 2000 calories 1 overnight

Economic Impacts of Bicycle Infrastructure



Advocacy **Advance**



Tools to Increase Biking and Walking

Bicycling Means Business:

The Economic Benefits of Bicycle Infrastructure

By Darren Flusche

July 2012
www.AmericanBicyclist.com

This report is a product of Advocacy Advance — a partnership of the League of American Bicyclists and the Alliance for Biking & Walking



The research can get technical, but the principles are simple:

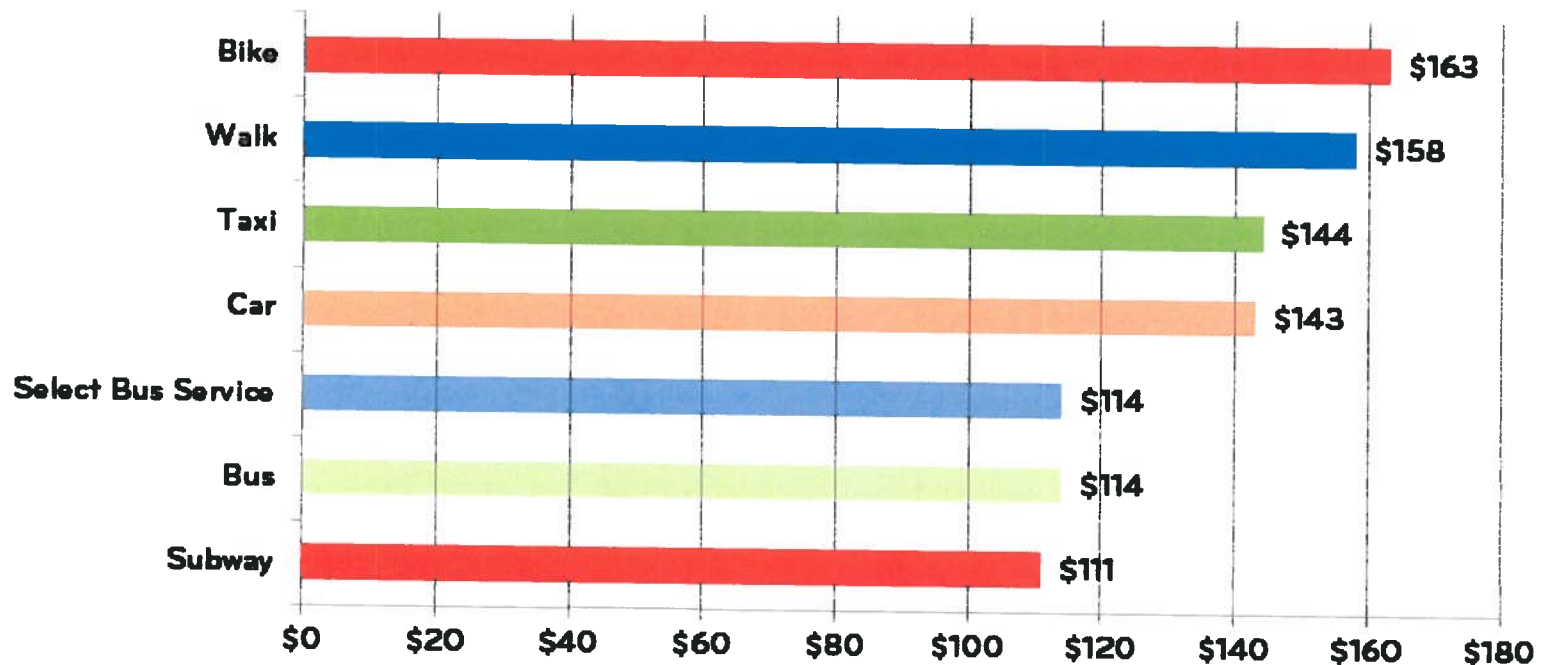
- People who ride bikes buy bikes. This puts people to work in bicycle shops and apparel stores.
- People who ride bikes buy other things, too. Bike-accessible business districts benefit by catering to these customers.
- People on bikes are also more likely to make repeat trips to their local stores.
- People who ride bikes on vacation buy food, have travel costs, and pay for lodging. Bicycling tourists bring millions of dollars to cities and towns across the country that wouldn't otherwise end up there.

All that spending means jobs and tax revenue.

People on Bike and Foot Spend More Per Week

East Village, NYC

Average Per Capita Spending by Transportation Mode



Transportation Alternatives. *East Village Shoppers Study: A Snapshot of Travel and Spending Patterns of Residents and Visitors in the East Village.* Oct 1, 2012.

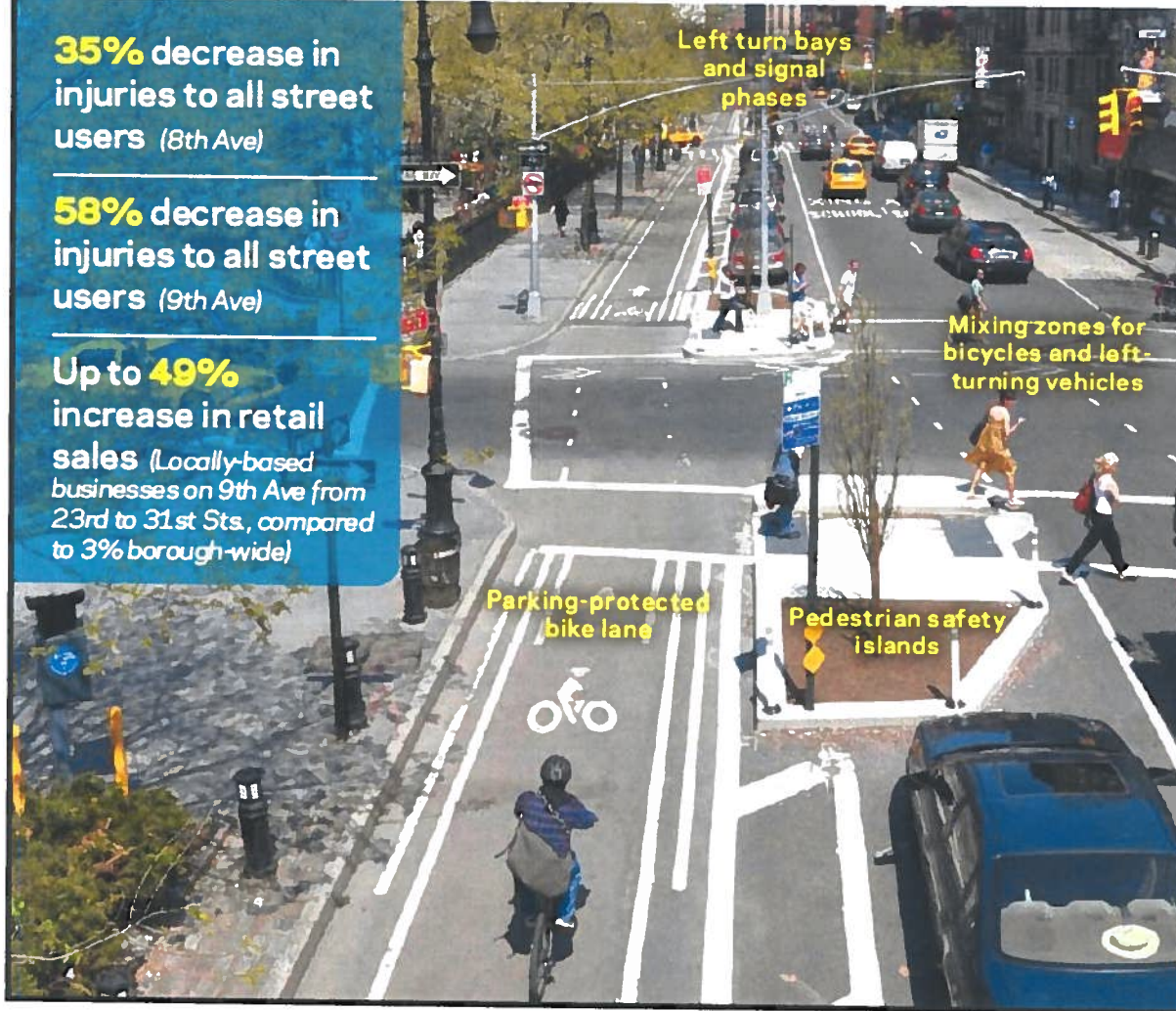
Bike Lanes Lead to Sales

First protected bicycle lane in the US:
8th and 9th Avenues (Manhattan)

35% decrease in
injuries to all street
users (8th Ave)

58% decrease in
injuries to all street
users (9th Ave)

Up to **49%**
increase in retail
sales (Locally-based
businesses on 9th Ave from
23rd to 31st Sts, compared
to 3% borough-wide)



Manhattan

Protected bicycle lanes led
to a 49% increase in retail
sales at local businesses

New York City Department of Transportation. *Measuring the Street: New Metrics for 21st Century Streets*. NYC, 2012.



Michigan Bicycle Tourism Success Formula:

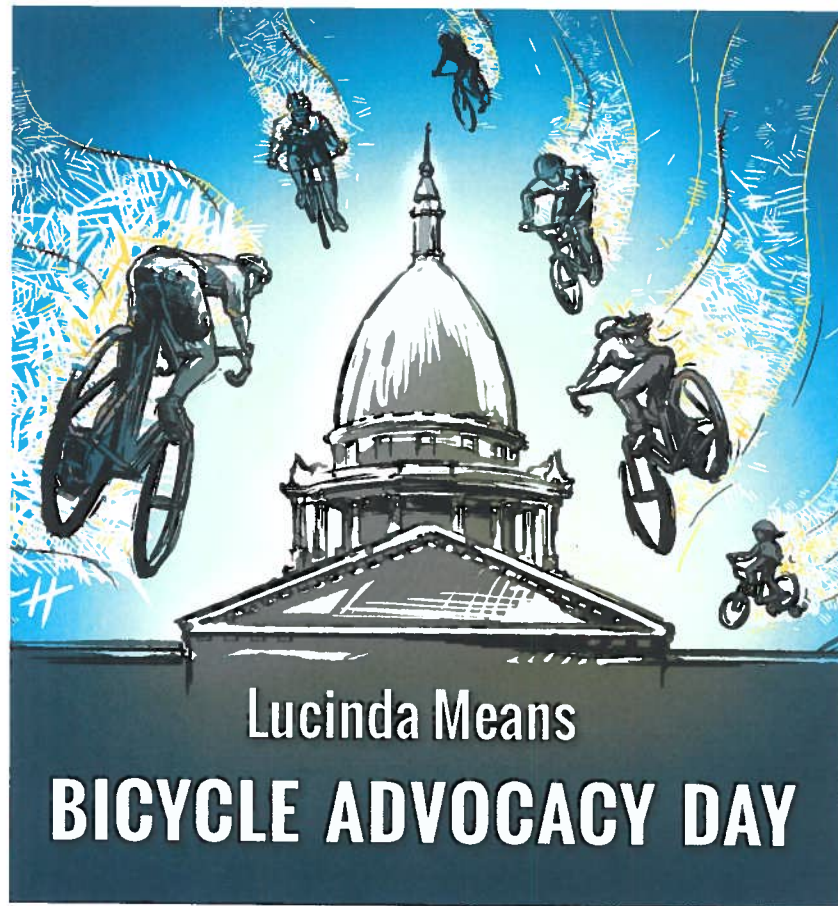
**Better Roads =
Better Bicycling = More
Bicycle Tourism**

YES on Proposal 1 - May 5
Safer Roads → Safer Bicycling



**“Michigan voters made 'road kill'
So Now What? which failed in
Plan B?”**

- MLIVE



Converge on the Capitol
May 20, 2015 - Lansing
www.LMB.org/advocacyday



Michigan Bicycle Tourism Success Formula:

**Bicycle Friendly Policies =
Safer Roads = More
Bicycle Tourism**

- Enact Vulnerable Roadway
User Protections
 - Establish Safe Passing
Distance Requirements
- Encourage more Share the Road
info in Driver's Ed
 - Protect Dedicated
Non-motorized Funding

TRIP PLANNER OFFICIAL TRAVEL

PURE MICHIGAN PLAY STAY PLAN SHOP BLOG MAP

HOME > OUTDOORS > BIKING

Biking

Biking in Michigan: A Pure Michigan Summer

Pedal through Michigan's lush forests and gentle hills on more than 1,300 miles of [bike trails](#) across the state. Ride among vibrant wildflowers and swaying trees. Enjoy the relaxing breezes as you pedal along scenic lakes and streams. Feel the adrenalin rush charging down a mountain trail. Many trails offer amenities such as restrooms, picnic areas and informational signage. Whether recreational or mountain biking, Michigan has a tour for every cyclist's interest and comfort level.

Biking - A Pure Michigan Summer

Whether you enjoy the thrill of mountain biking or a leisurely stroll taking in the scenery, Michigan is the place for summer biking. Pedal through lush forests, over gentle hills, and alongside lakes and streams on more than 1,300 miles of bike trails across the state. Michigan has a tour every cyclist can enjoy

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- Bike Trails And Bike Rentals
- Biking Trail Maps And Information
- Biking & Mountain Biking In MI State Parks & Forests
- Michigan Trails Finder
- U.S. Bicycle Routes In Michigan
- Northern Lower MI Trail Information
- Trail And Pathway Search
- Trail Guide From Michigan Mountain Biking Assoc.
- League Of Michigan Bicyclists Information
- Up North Trails

Michigan Bicycle Tourism Success Formula:

More Marketing & Promotion of ALL Types of Cycling = Michigan, the Go-To Bicycle Destination

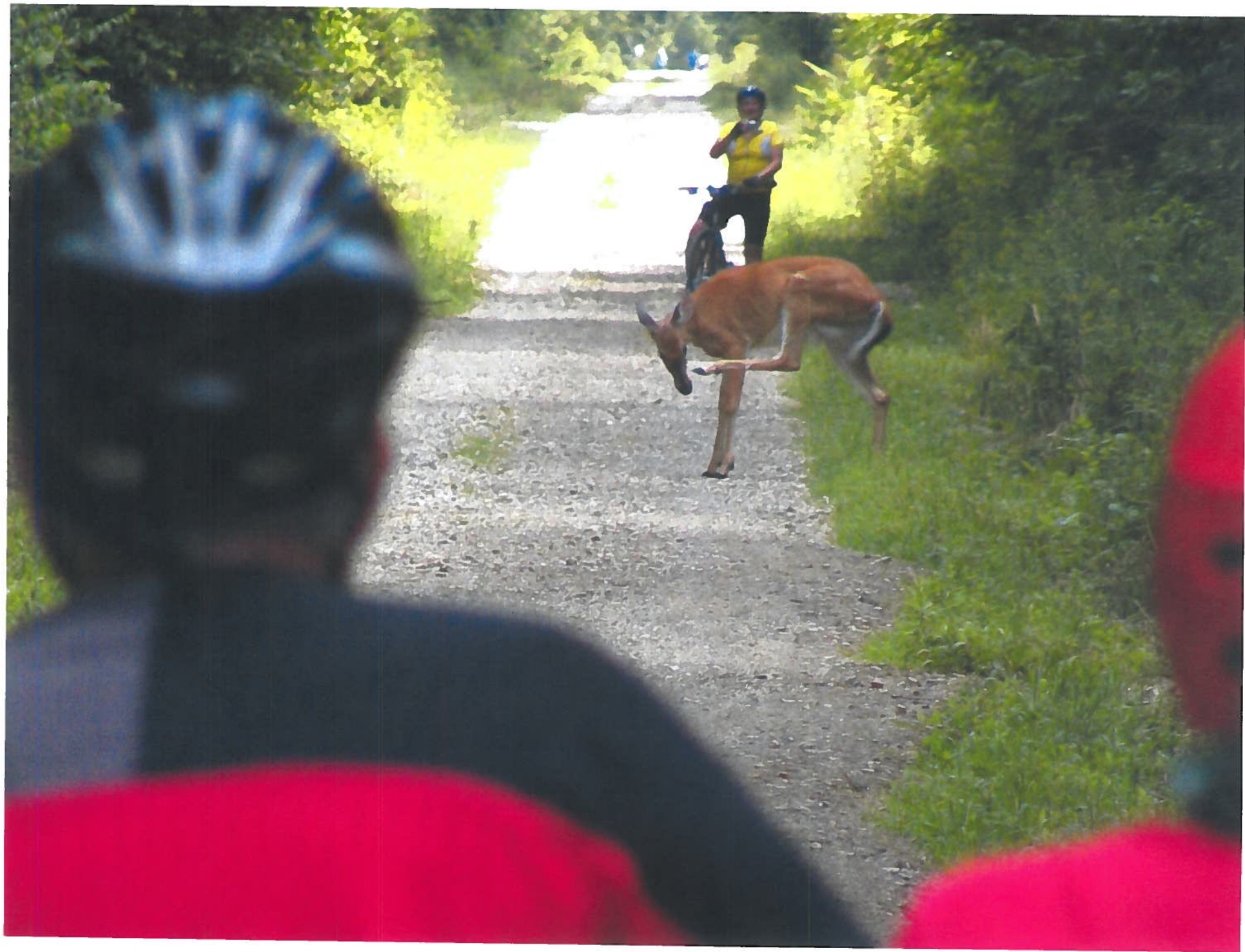
MICHIGAN BICYCLE TOURISM MARKETING PLAN



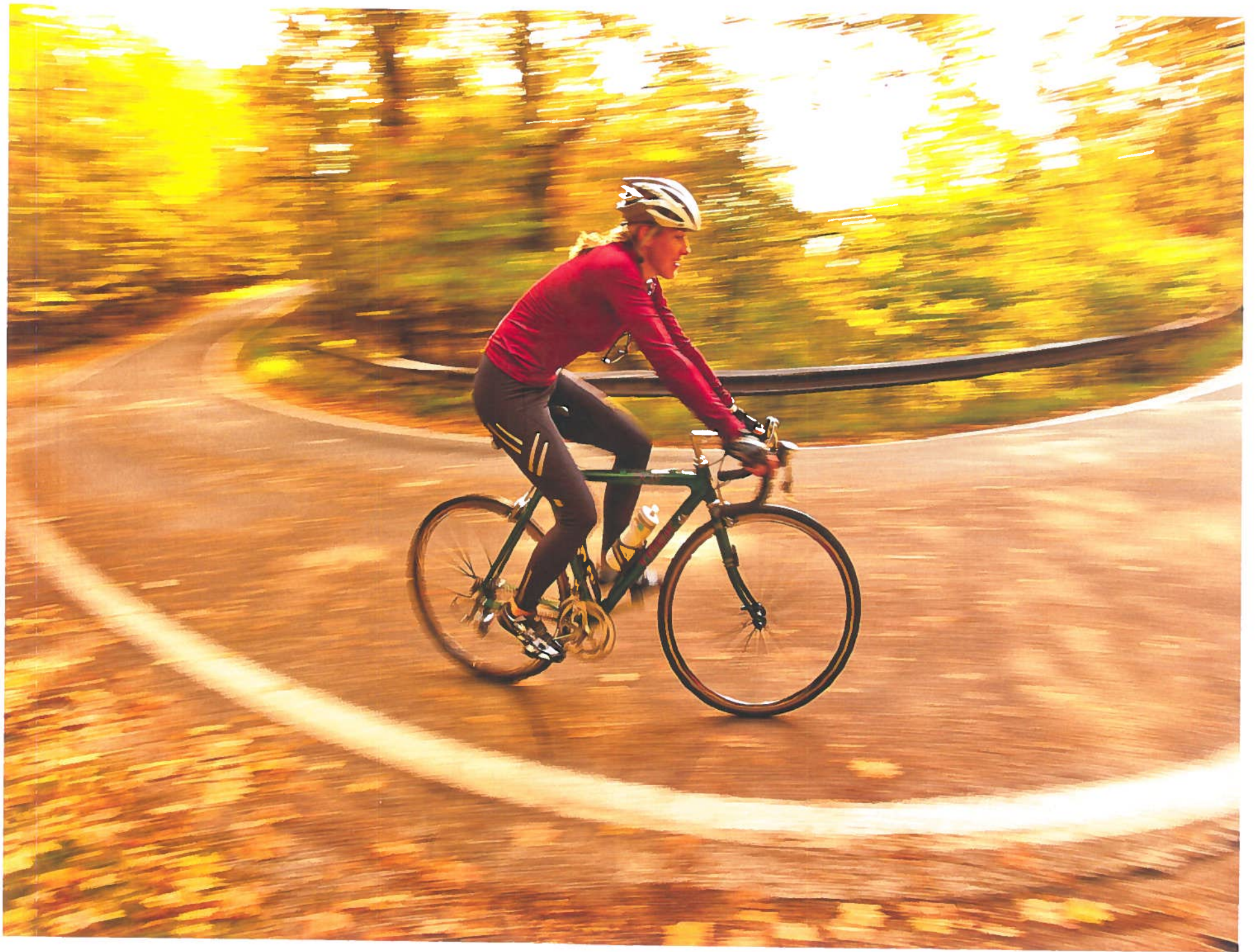
February 2015













Got caught by a red light.



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